GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:619
ANSWERED ON:17.05.2007
MARKETING ON INDIA TOURISM
Singh Deo Smt. Sangeeta Kumari;Thummar Shri Virjibhai

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has conducted any study to make marketing of Indian tourism effective in foreign countries;

(b) if so, the details thereof and the outcome thereof; and

(c) the further steps taken by the Government in this regard?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a), (b) and (c): A Statement is laid on the Table of the House.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No.+619 ANSWERED ON 17.05.2007 REGARDING MARKETING ON INDIA TOURISM

(a) and (b): The Ministry of Tourism had commissioned a study through The Gallup Organization in May 2006 to assess the impact of overseas marketing activities and make recommendations for making future marketing efforts in overseas markets more effective. The study has established that the Incredible India campaign has been able to create interest in India as a destination with around 44% of the potential travelers stating that the advertisements made them somewhat or more likely to visit India in the next two years. The study recommends that India needs to allocate sufficient budget and strengthen presence of its tourism offices in overseas markets.

(c): The Ministry of Tourism prepares Annual Action plans for the marketing activities of all its overseas offices after taking into account the feedback received from the field offices, trade partners, travel magazines and market surveys/ studies, etc.